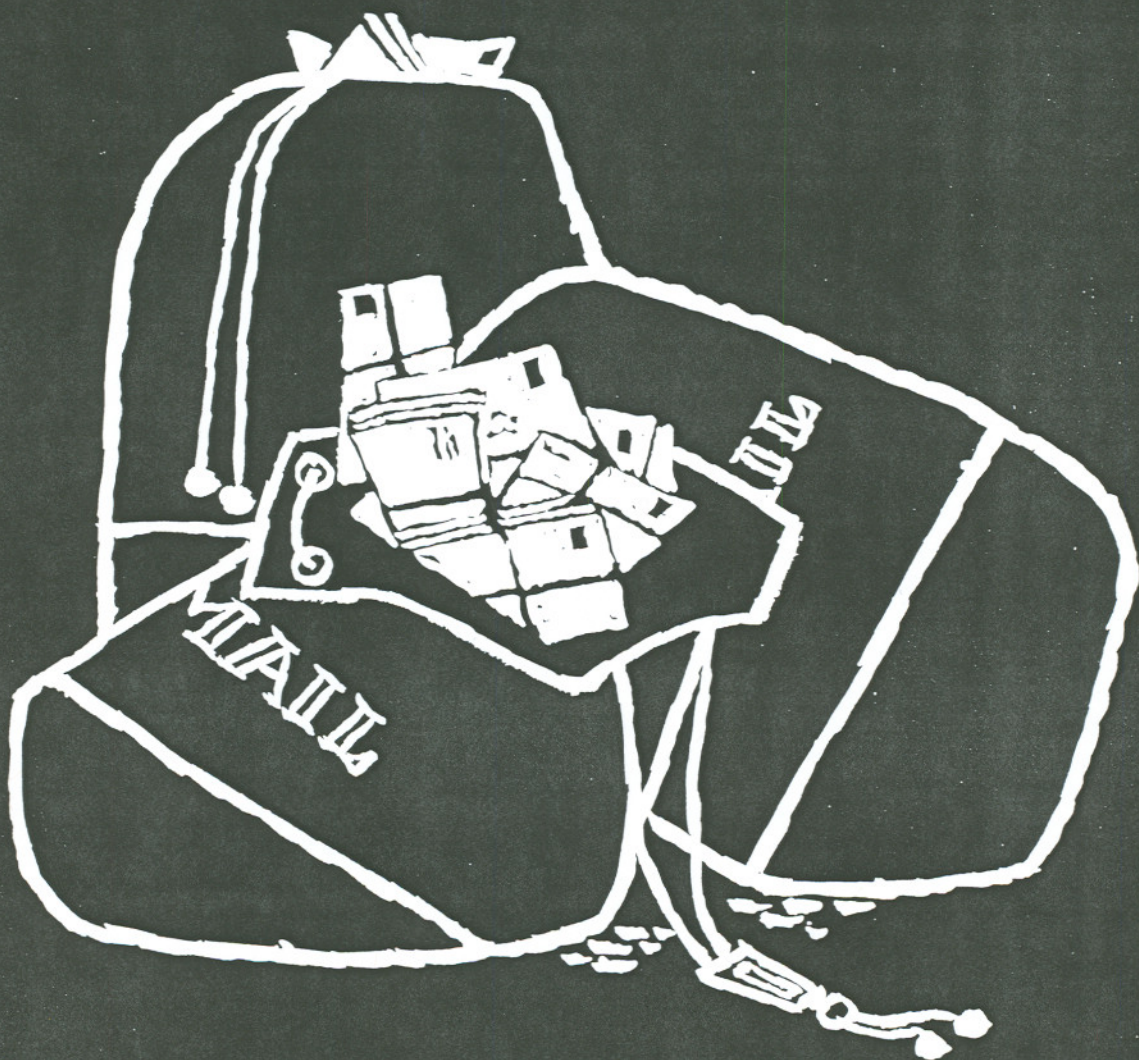


# STATION AND AUDIENCE MEASUREMENTS





## CHAPTER XV

### STATION AND AUDIENCE MEASUREMENTS

An often forgotten aspect of an Armed Forces radio or television station is the measurement of its coverage and its audience. Measuring a station's coverage and impact on viewers or listeners is vital to its continuing effectiveness and it should not be overlooked by an otherwise energetic and competent staff.

The first step in measuring the size of an audience for a radio or television program is to determine the listening area of the broadcasting station. This type of survey, called a measurement of station coverage, defines the area in which the signal of a particular station can be heard. Coupled with a count of the population and the number of receivers, coverage information will tell how many people can hear or see the program if they all tune in.

The next step is to determine how many of the available audience actually hear or view a particular program. A number of methods have been worked out which arrive at this figure through the use of sampling techniques. In general, these measurements indicate the comparative popularity of a program in relation to others on the air, and from this the actual audience can be estimated.

#### MEASURING THE STATION'S COVERAGE

At first thought, it might seem that determining the area in which a particular station can be received is a comparatively simple problem, but when the vagaries of reception from day to day, interference by other stations, and the influence of weather and terrain are considered, it can be seen that even this measurement can be only an estimate. Three principal techniques are now in use. These methods are described in terms of radio, but they can also be applied to television.

#### FIELD STRENGTH SURVEY

This engineering method consists of taking a radio receiver out into the field to determine the listening area of a station. The strength of the signal coming from the transmitter is carefully measured at various points in the area surrounding the station. When this strength falls below a previously determined minimum strength, it is presumed that satisfactory reception will not take place. A circle or contour drawn through these points of minimum strength encloses the primary coverage area of the strength. In order to establish the secondary and testing coverage area the survey is continued beyond this point until the signal disappears entirely. A contour map summarizes the information by indicating in graphic form the various coverage boundaries.

#### MAIL ANALYSIS

A second method of determining coverage is to analyze the mail received by a station. Often the writing of letters and cards is motivated by special offers on certain programs. On the assumption that the station can be heard at all points from which mail is sent, the coverage of the station is indicated by plotting the most distant of them, then drawing a contour line.

It cannot be taken for granted, however, that because an occasional faraway listener hears a program, the station has coverage of the area. A rare atmospheric condition or an unusual set may have accounted for this reception.



## THE BALLOT METHOD

This method has been used by the Broadcast Measurement Bureau, an organization established cooperatively by broadcasting Stations, networks and advertisers, specifically to gather coverage information. It sent ballots to listeners who were selected to represent the nation geographically, socially and economically, asking them which radio stations they listened to, when and in what proportion their listening was divided among the various stations. The Bureau then analyzed these responses to determine the various coverage areas of stations and networks for both day and night. Although the Broadcast Measurement Bureau is no longer in existence, studies similar to the type it made are being conducted by other organizations.

Note: Both the mail and ballot methods measure actual listening to a station, while the field strength survey merely indicates the station can be heard. To establish their coverage areas, most stations will correlate information gained from the use of all three methods.

## MEASURING THE STATION'S AUDIENCE

Audience coverage information is used by commercial stations and networks to prove that programs broadcast from their facilities are potentially capable of gaining an audience of a certain size. Once an advertiser has decided to invest in a broadcast, his next concern is to know what percentage of his potential audience will actually take advantage of the opportunity, either to hear or see his program.

### MAIL RESPONSE

The earliest method of determining the audience for a particular broadcast was to make an estimate, based on the number of letters sent in by listeners — the assumption being that the more letters received by a program, the larger the audience. Before the development of modern measurement systems, a letter was often the only tangible evidence that anyone was listening and the number of letters received by a particular program had a great deal to do with whether it stayed on the air.

Mail response is minimized by experts as an accurate measure of the audience because no one has ever been able to determine what proportion of the people tuned in actually write to stations. A large number of persons have never written a letter to a station in their lives. The general belief that fan mail writers tend, in general, to be a small and unrepresentative part of the population casts a doubt on the validity of the mail count as a measure. As a result, more accurate methods have replaced the counting of letters in larger stations and networks, but fan mail is, in many instances, still the basis for estimating the number of listeners to smaller stations.

### TELEPHONE SURVEYS

Each year millions of telephone calls are made in the United States to estimate the size of the audience of various radio and television programs. The outstanding exponent of this method was the organization founded by C. E. Hooper, the originator of the coincidental telephone technique which measures the audience of a program through telephone calls while the program is actually on the air. People answering the telephone are asked what program, if any, they are receiving, the name of the sponsor and the station, and who is listening with them. The first step in the analysis of the data is to determine the percentage of radio or TV sets in use for a particular period. Of the number of sets actually operating, the number tuned to a particular program becomes the basis



for arriving at that program's share of the audience. In other words, this figure indicates the relative popularity of a particular program, as compared with other programs on the air at the same time.

#### PERSONAL INTERVIEW METHOD

This technique, used by such organizations as The Pulse, Inc., was developed in an effort to eliminate the errors inherent in a listener to recall programs without help; moreover, it could include other than telephone homes. The interviewer actually visits a home, bringing with him a list of programs broadcast in a previous period, in the hope that cueing the listener's memory will make his recall more accurate. However, when non-existent programs were put on the list by investigators, it was discovered that listeners remembered hearing these programs too. This discrepancy has tended to throw further doubt on the validity of any technique which depends on the memory for accuracy.

#### THE DIARY METHOD

By this method a group of listeners, or viewers, representing the audience as a whole, are paid to list radio and television programs as they tune in. The members of the panel obviously need not be restricted to telephone homes or to cities, as in the coincidental telephone surveys. Another advantage of the method is that it permits an analysis of the audience in terms of such factors as age, sex and income.

The accuracy of the diary method, of course, depends on how conscientiously an individual keeps track of his listening or viewing activity. If he forgets to make a record after each program and does it at one time for the whole day, the method becomes one based on undependable recall.

#### AUTOMATIC DEVICES

The Audimeter introduced into radio audience measurement by A.C. Nielsen Company, is the outstanding automatic measurement device. When installed in a radio or TV set, this instrument keeps a minute-by-minute record of the stations to which the receiver is tuned. Placed in every set of a house, the Audimeter accurately indicates the programs tuned in by an entire family.

In addition, the Nielsen Audimeter method records the "flow of listening" from one program to another, and thus may indicate the point at which a particular show loses a large number of listeners or viewers. This information can be used to improve the construction of the show at that point.

#### PRACTICAL APPLICATION

It is not the purpose of this chapter to enter the controversy regarding the relative merits of the various audience and coverage measurement techniques used by commercial broadcasters and advertisers. Their various methods have been briefly outlined merely for purposes of background study, and possible practical application in one form or another.

It should be obvious that automatic devices, such as the patented Audimeter, will not be available to Armed Forces Radio and Television Stations. It will be necessary, therefore, to adapt and adjust other methods, such as mailed questionnaires, personal interviews, and, in some instances, telephone surveys, to the situation at hand.

The paramount objective of any questionnaire or survey is to get facts.



Space here does not permit a lengthy discussion of audience research technique. The questionnaire survey, however, is so widely used that a brief outline of procedures is in order.

Questionnaire surveys are probably the most widely used and the most widely abused. A questionnaire is a list of questions for formal answers by the group from which information is desired. Questionnaire surveys can be made by mail, personal interviews, and by telephone.

If the local situation permits, telephone surveys can be effective and useful for determining relatively simple facts. It has been generally supposed that telephone interviews are severely limited in the number of questions that can be asked. With proper planning, however, on the part of the interviewer, a complete questionnaire of moderate length can be handled by telephone. This type of sampling, it must be remembered, has limitations, since it will, of necessity, eliminate segments of an audience without telephones.

### THE QUESTIONNAIRE

Care is needed in preparing questionnaires, either for mailing or personal interviews, and the following more important rules should be used for guidance:

1. Ask only for data that is needed. Too often extraneous information is added, which only contributes to confusion and lessens the percentage of completed returns.
2. Do not ask for information that is already available from other sources.
3. Ask only for information that can be given by informants.
4. Word questions clearly so that anyone of normal intelligence will know the meaning on first reading.
5. Do not ask leading questions. Leading questions are, perhaps, the least excusable of the common mistakes.
6. Ask for definite facts.
7. Frame questions that can be answered "yes" or "no," or with check marks. Such questions should contain, also, a "don't know" space or column.
8. Make the questions simple. Put only one idea in a question.
9. Prepare questions to follow in logical or conversational sequence.
10. Do not ask for personal or confidential information.
11. Adjust length of questionnaire to information desired and type of informant. Mailed questionnaires usually should not exceed one page in length — two pages, if taken by interviewers.
12. One or more free or opinion questions are permissible if they are pertinent to the questionnaire.

### RADIO AND TELEVISION AUDIENCE PREFERENCE QUESTIONNAIRE

(Sample)

The purpose of this survey is to obtain information on the listening and viewing habits and program preferences of U.S. Armed Forces personnel. We are also interested in obtaining information about other related activities, such as reading, movie-going and personal hobbies.

This information will help our program planners at this station and in the United States to secure and schedule more of the programs that you like. It will also assist al-

lied activities, such as the Special Service Office and the Post Exchange, in obtaining items of interest to you.

In order to determine if we have surveyed a representative cross-section of the Armed Forces, it is necessary to get a little information about the people who answer this questionnaire. In this way we will be able to tell whether all ranks, age groups, etc., are properly represented.

The information about you, of course, is retained on a confidential basis, and you will never be identified in any report of this survey.

### INSTRUCTIONS

This questionnaire is divided into four parts:

1. INFORMATION
2. RADIO
3. TELEVISION
4. NEWS MEDIA

Please answer all questions in terms of your personal likes and dislikes.

At times, you will be required to CHECK, CIRCLE or WRITE.

Please PRINT your answers.

Check (✓) "Yes" and "No" answers.

Ratings: CIRCLE your preference.

WRITE your answer or comments; if your answer is "Other," specify.

#### INFORMATION

NAME \_\_\_\_\_ AGE \_\_\_\_\_ RANK \_\_\_\_\_ UNIT \_\_\_\_\_

SINGLE \_\_\_\_\_ MARRIED \_\_\_\_\_ NO. OF DEPENDENTS \_\_\_\_\_ DATE ARRIVED HERE \_\_\_\_\_

What is highest grade of schooling or equivalent that you have completed?

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20

#### WHAT ARE YOUR WORKING HOURS?

- |                    |                      |
|--------------------|----------------------|
| 1. _____ As needed | 3. _____ Nights only |
| 2. _____ Days only | 4. _____ None        |

#### DO YOU HAVE

- |                                  |           |          |
|----------------------------------|-----------|----------|
| 1. A radio set?                  | _____ Yes | _____ No |
| 2. A radio set that you can use? | _____ Yes | _____ No |
| 3. A Hi Fi set?                  | _____ Yes | _____ No |
| 4. A Stereo Hi Fi set?           | _____ Yes | _____ No |
| 5. A TV set?                     | _____ Yes | _____ No |
| 6. A TV set that you can watch?  | _____ Yes | _____ No |
| 7. A car radio?                  | _____ Yes | _____ No |

#### MOVIE GOING

1. How many times per week do you go to the movies? \_\_\_\_\_
2. Which of the following performances do you usually attend? \_\_\_\_\_ Matinee; \_\_\_\_\_ 1st Eve Performance; \_\_\_\_\_ 2d Eve Perform.; \_\_\_\_\_ Early Bird
3. I never attend the \_\_\_\_\_ Performance(s)



## READING

1. About how many hours per week do you spend reading? \_\_\_\_\_
2. About how many hours per week do you spend reading NEWSPAPERS? \_\_\_\_\_  
NEWSPAPER TITLE \_\_\_\_\_
3. About how many hours per week do you spend reading MAGAZINES? \_\_\_\_\_  
MAGAZINE TITLE \_\_\_\_\_
4. About how many hours per week do you spend reading BOOKS? \_\_\_\_\_  
TITLE OF LAST BOOK READ \_\_\_\_\_
5. Which types of reading material do you prefer? \_\_\_\_\_ Non-fiction; \_\_\_\_\_ Fiction;  
\_\_\_\_\_ Military reading; \_\_\_\_\_ Other (specify) \_\_\_\_\_
6. Do you have a subscription to:
  - a. \_\_\_\_\_ Yes \_\_\_\_\_ No -Hometown or other newspaper. Title: \_\_\_\_\_
  - b. \_\_\_\_\_ Yes \_\_\_\_\_ No -Magazine. Title: \_\_\_\_\_
  - c. \_\_\_\_\_ Yes \_\_\_\_\_ No -Record club.

## WHICH OF THE FOLLOWING POST ACTIVITIES DO YOU ACTIVELY PARTICIPATE IN?

1. \_\_\_\_\_ Club Oasis, Top-5, Officers, and related activities to said clubs.
2. \_\_\_\_\_ Special Services Sports Program — Bowling League, etc.
3. \_\_\_\_\_ University of Maryland Courses.
4. \_\_\_\_\_ Correspondence courses.
5. \_\_\_\_\_ Other (specify)

## HOBBIES

1. Do you have a hobby? \_\_\_\_\_ Yes; \_\_\_\_\_ No.
2. What is it? \_\_\_\_\_
3. Does this post have facilities for you to actively participate in it? \_\_\_\_\_ Yes; \_\_\_\_\_ No.

## COMMENTS

Do you have any suggestions, recommendations, that would improve your morale while stationed here — gripes, etc.?

## RADIO

The following questions pertain to radio. We would like you to answer these questions in terms of your particular likes and dislikes.

1. How many hours per day do you listen to the radio? \_\_\_\_\_
2. Do you listen to the radio while at work? \_\_\_\_\_ Yes; \_\_\_\_\_ No.
3. Check the days and time that you listen to the radio:

	EARLY MORNING							MORNING					AFTERNOON				EARLY EVES				LATE EVES			
	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5	6	7	8	9	10	11	12
MON																								
TUE																								
WED																								
THU																								
FRI																								
SAT																								
SUN																								

4. What is your favorite **LOCALLY** produced radio program? \_\_\_\_\_
5. What is your favorite **NETWORK** radio recorded program? \_\_\_\_\_
6. Rate the following types of music according to your personal preference. 5-best liked; 4-well liked; 3-good; 2-fair; 1-disliked.
- |           |                                   |           |                    |
|-----------|-----------------------------------|-----------|--------------------|
| 5 4 3 2 1 | CLASSICAL                         | 5 4 3 2 1 | OLD STANDARDS      |
| 5 4 3 2 1 | SYMPHONIC                         | 5 4 3 2 1 | LATIN AMERICAN     |
| 5 4 3 2 1 | OPERATIC                          | 5 4 3 2 1 | CHILDREN'S         |
| 5 4 3 2 1 | CHAMBER                           | 5 4 3 2 1 | MILITARY           |
| 5 4 3 2 1 | SEMI POPULAR                      | 5 4 3 2 1 | JAZZ (in general)  |
| 5 4 3 2 1 | BROADWAY HITS                     | 5 4 3 2 1 | PROGRESSIVE JAZZ   |
| 5 4 3 2 1 | ORCHESTRAL<br>(Mantovani)         | 5 4 3 2 1 | DIXIELAND JAZZ     |
| 5 4 3 2 1 | INSTRUMENTAL                      | 5 4 3 2 1 | FOLK               |
| 5 4 3 2 1 | TOP 20                            | 5 4 3 2 1 | COUNTRY OR WESTERN |
| 5 4 3 2 1 | ROCK AND ROLL                     | 5 4 3 2 1 | RELIGIOUS          |
| 5 4 3 2 1 | POLKA                             | 5 4 3 2 1 | SPIRITUALS         |
| 5 4 3 2 1 | MOTION PICTURES<br>(Sound Tracks) | 5 4 3 2 1 | HYMNS              |
7. My favorite type of music is \_\_\_\_\_
8. I intensely dislike \_\_\_\_\_
9. My favorite performer is \_\_\_\_\_
10. My favorite radio program produced by the local AFRTS station is \_\_\_\_\_
11. I dislike intensely \_\_\_\_\_, produced by the local Armed Forces Radio Station.
12. What is your favorite **NETWORK** recorded program? \_\_\_\_\_
13. I dislike \_\_\_\_\_ **NETWORK** recorded program.
14. Rate the following **NETWORK** recorded programs according to your preference. 5-best liked; 4-well liked; 3-good; 2-fair; 1-disliked.
- |           |                              |           |                 |
|-----------|------------------------------|-----------|-----------------|
| 5 4 3 2 1 | TURN BACK THE<br>CLOCK       | 5 4 3 2 1 | BOB AND RAY     |
| 5 4 3 2 1 | THE BREAKFAST<br>CLUB        | 5 4 3 2 1 | BEULAH          |
| 5 4 3 2 1 | THIS IS JAZZ                 | 5 4 3 2 1 | NETWORK TIME    |
| 5 4 3 2 1 | GARRY MOORE-<br>FUNNYSIDE UP | 5 4 3 2 1 | ARTHUR GODFREY  |
| 5 4 3 2 1 | AMERICA'S POPU-<br>LAR MUSIC | 5 4 3 2 1 | JOHNNY DOLLAR   |
| 5 4 3 2 1 | FIVE STAR MATINEE            | 5 4 3 2 1 | GUNSMOKE        |
| 5 4 3 2 1 | N.B.C. RADIO<br>THEATRE      | 5 4 3 2 1 | WHAT'S MY LINE  |
| 5 4 3 2 1 | GROUCHO MARX                 | 5 4 3 2 1 | JIM AMECHE SHOW |
15. What stateside radio programs would you like to hear that are not currently being aired by the local Armed Forces Radio Station?
16. Rate the following **LOCALLY** produced programs that you have heard, according to your personal likes and dislikes.



5-best liked; 4-well liked; 3-good; 2-poor; 1-disliked.

5 4 3 2 1	LOCAL SPORTING EVENTS	5 4 3 2 1	MUSICAL MENU
5 4 3 2 1	NEWS	5 4 3 2 1	EARLY BIRD SHOW
5 4 3 2 1	THE RECORD RACK	5 4 3 2 1	COUNTRY JAMBOREE
5 4 3 2 1	AFTERNOON W/THE CLASSICS	5 4 3 2 1	NITE WATCH
5 4 3 2 1	TEEN TIME	5 4 3 2 1	CONCERT IN RHYTHM
5 4 3 2 1	WONDERLAND OF WAX	5 4 3 2 1	SOUNDS IN PASTEL
5 4 3 2 1	KORN KRIB	5 4 3 2 1	FEATURE PAGE
5 4 3 2 1	LUNCHEON SERENADE	5 4 3 2 1	SUNDAY SERENADE
5 4 3 2 1	GOSPEL TRAIN	5 4 3 2 1	COFFEE BREAK

17. Do you have any suggestions, recommendations or comments with regard to improving your local AFRTS Station?

#### TELEVISION SURVEY

- How many hours per day do you watch TV?
- Where do you watch TV?
  - At home
  - At the club
  - In the Company day room
  - Other (specify)
- Do you watch TV with your family? \_\_\_\_ Yes; \_\_\_\_ No.
- Check the days and times that you watch TV:

	430-55-530	530-66-630	630-77-730	730-88-830	830-99-930	930-1010-1030	11-Sign Off
MON							
TUE							
WED							
THU							
FRI							
SAT							
SUN							

- Do you watch the sporting events on weekends? \_\_\_\_ Yes; \_\_\_\_ No.
- Do you think that TV is on the air long enough daily? \_\_\_\_ Yes; \_\_\_\_ No.
- If your answer is "No," what hours would you like to have TV operate?
  - Go on earlier in the afternoon
  - Stay on later at night
  - Go on earlier on the weekends
  - All of the above
  - Other (specify)
- Rate the following types of TV programs according to your preference.



5-best liked; 4-well liked; 3-good; 4-fair; 5-disliked.

5 4 3 2 1 MYSTERY (Peter Gunn) 5 4 3 2 1 NEWS REEL

5 4 3 2 1 DRAMA (U. S. Steel Hour) 5 4 3 2 1 WESTERNS

5 4 3 2 1 COMEDY 5 4 3 2 1 FEATURE LENGTH MOVIES

5 4 3 2 1 VARIETY (Ed Sullivan) 5 4 3 2 1 SPORTS

9. List your five favorite TV programs aired over the local AFRTV Station:

a. \_\_\_\_\_  
b. \_\_\_\_\_  
c. \_\_\_\_\_  
d. \_\_\_\_\_  
e. \_\_\_\_\_

10. What stateside TV programs, not currently aired on your local AFRTV station, would you like to have aired?

11. What types of programs would you like to see the local AFRTV station produce? (Please check)

CHILDREN'S	DRAMATIC	EDUCATION
WESTERN MUSIC	COMEDY	SPORTS
HOBBY	POPULAR MUSIC	INFORMATION
FILM SHOWS OF	WOMEN'S	CRAFT
LOCAL EVENTS	VARIETY	SWAP SHOP

OTHER (Specify) \_\_\_\_\_

12. When would you like to see feature motion picture films on TV?

a. \_\_\_\_\_ One per day in the late evening hours at  
b. \_\_\_\_\_ One per day in the early evening hours at  
c. \_\_\_\_\_ Two per day.  
d. \_\_\_\_\_ Other (specify) \_\_\_\_\_

13. Rate the following sporting events that you like to see on TV?

5 4 3 2 1 BASEBALL	5 4 3 2 1 COLLEGE FOOTBALL
5 4 3 2 1 BOWLING	5 4 3 2 1 PRO FOOTBALL
5 4 3 2 1 BOXING	5 4 3 2 1 COLLEGE BASKETBALL
5 4 3 2 1 GOLF	5 4 3 2 1 PRO BASKETBALL
5 4 3 2 1 ICE HOCKEY	5 4 3 2 1 WRESTLING
5 4 3 2 1 AUTO RACES	5 4 3 2 1 TRACK AND FIELD EVENTS

14. What is your best-liked sporting event on TV? \_\_\_\_\_

15. What is your least-liked sporting event on TV? \_\_\_\_\_

16. Do you mind watching sporting events on TV, even though they are outdated and you know the outcome? \_\_\_\_ Yes; \_\_\_\_ No.

17. Do you have any suggestions, recommendations, or comments with regard to improving your Station's TV?



## NEWS

1. Which two of the following news sources best keep you informed on world events?
 

a. Army-Navy-Air Force Times	_____ BEST SOURCE
b. Civilian Newspapers	
c. Civilian Magazines	
d. Troop Information Periods	_____ NEXT BEST SOURCE
e. Post Bulletins	
f. Post Newspapers	
g. Stars and Stripes	_____ POOREST SOURCE
h. Local Armed Forces Radio Station	
i. Conversations with fellow service men	
j. Local Armed Forces TV Station	
k. Other (specify) _____	
  
2. What is your opinion on the amount of radio and TV newscasts?
 

a. There should be more news on radio and TV.	
b. There is too much news on radio and TV.	
c. There is enough news on radio, but increase newscasts on TV.	
d. There is enough news on TV, but increase newscasts on radio.	
e. Coverage is sufficient as is.	
f. Other (specify) _____	
  
3. Rate the following types of NEWS that you like to read and hear according to your personal preference.  
 5-best liked; 4-well liked; 3-good; 2-poor; 1-disliked.
 

5 4 3 2 1 WORLD EVENTS	5 4 3 2 1 POST NEWS
5 4 3 2 1 NATIONAL EVENTS	5 4 3 2 1 SPORTS
5 4 3 2 1 HOME TOWN EVENTS	5 4 3 2 1 EXPLANATION OF NEWS
  
4. Do you read the local Post Newspaper?
 

a. _____ Read it thoroughly each day.	
b. _____ Glance at it each day.	
c. _____ Unable to read it because I never get it.	
d. _____ Seldom read it.	
e. _____ Never read it.	
  
5. Where do you obtain your copies of the local Post Newspaper?
 

a. _____ Picked up at my unit mail room.	c. _____ Picked up at the Commissary.
b. _____ Picked up at the PX Snack Bar.	d. _____ Given to me by a friend.



e. At work.

g. \_\_\_\_ Other (specify) \_\_\_\_\_

f. \_\_\_\_ Delivered to my home.

6. Which of the following is your primary source of obtaining news on post?

a. \_\_\_\_ Local post newspaper.

d. \_\_\_\_ Stars and Stripes.

b. \_\_\_ Local Armed Forces Radio Station.

e. \_\_\_\_ Other (Specify). \_\_\_\_\_

c. — Local Armed Forces TV Station.

7. Rate following TV information programs according to your personal preference.  
5-best liked; 4-well liked; 3-good; 2-poor; 1-disliked.

5 4 3 2 1 CHET HUNTLEY

5 4 3 2 1 TWENTIETH CENTURY

5 4 3 2 1 MEET THE PRESS

5 4 3 2 1 THE BIG PICTURE

5 4 3 2 1 HARVEST

5 4 3 2 1 ADVENTURE TOMORROW

5 4 3 2 1 TIME PRESENTS

5 4 3 2 1 YOU ARE THERE

5 4 3 2 1 CORONET FILMS

5 4 3 2 1 MOVIE TONE NEWSREEL

8. Your best liked TV information program is \_\_\_\_\_

9. Your least liked TV program is \_\_\_\_\_

10. How effectively have you been informed by the local Armed Forces Radio and TV Station regarding events such as: THE SUMMIT CONFERENCE and THE U-2 PLANE INCIDENT, etc.

The information I received from this source made it possible for me to understand the purpose of these events.

b. The information was fairly good but did not fully make me aware of the purpose of these events.

I don't remember getting any significant information on this subject from radio and television, but I was able to keep up on the news through civilian c. \_\_\_ newspapers and magazines.

The information was fairly good but most of my understanding came from  
d. \_\_\_\_ other sources.

I don't remember getting any information on this subject from either radio e. \_\_\_\_ or television.

f. I don't remember getting any information on this subject from radio and television, or any other source.

11. COMMENTS — What are your recommendations, complaints or comments on news coverage by the local Armed Forces Radio and Television Station, or by the local post newspaper: